



## Deeley Motorcycle Exhibition 'pops' with color from Vari-Lite LEDs

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**Vancouver, Canada** – One of Canada’s leading motorcycle museums was given a striking, colorful new appearance this summer, thanks to high performance LED lighting fixtures from Vari-Lite, a [Signify](#) (Euronext: LIGHT) entertainment lighting brand.

Entertainment technology specialist ShowTech AVL was called in to upgrade the existing window lighting scheme for Deeley Motorcycle Exhibition’s [100 Years of Motorcycling](#) exhibit. “Museum director Brent Cooke asked us to redesign the lighting and ‘give it some punch!’” said Brian Konechny, President of ShowTech AVL.



Konechny knew he could get that ‘punch’ from Vari-Lite’s high brightness [SL BAR660](#) and the attributes of its RGBW (Red, Green, Blue, White) LED source. “With the Vari-Lite fixtures we get not only the pastels we need, but also the saturated colors that you don’t get from many RGBW fixtures. The SL BAR 660s surprised us – we got some great deep, rich colors.”

He added, “I knew the SL BAR 660’s power would make them a substantial upgrade, and making sure the light filled each of the nine window display areas was pretty easy with the 60 degree beam spread.



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"The SL BAR 660s were perfect for the job, and Brent loves it - he really wanted the windows to 'pop' from the street level, and they do!"

